



**Social Science Program
National Park Service
U.S. Department of the Interior**

Visitor Services Project

Ninety Six National Historic Site

Visitor Study





IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
Ninety Six National Historic Site
P.O. Box 418
Ninety-Six, SC 29666

April 2010

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Ninety Six National Historic Site. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Timothy Stone
Superintendent

DIRECTIONS

- 1) Please have the selected individual (at least 16 years old) complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (○), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this: ● Not like this: ✓ ✗ /

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Your Visit To Ninety Six National Historic Site

NOTE: In this questionnaire "personal group" is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. a) Prior to this visit, how did you and your personal group obtain information about Ninety Six National Historic Site (NHS)? Please mark (●) **all** that apply in column (a).
- b) If you were to visit Ninety Six NHS in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) Prior to this visit

b) Prior to future visits

- | | |
|--|-----------------------|
| <input type="radio"/> Did not obtain information prior to visit → Go to part b of this question | |
| <input type="radio"/> Chamber of commerce/visitors bureau/state welcome center | <input type="radio"/> |
| <input type="radio"/> Friends/relatives/word of mouth | <input type="radio"/> |
| <input type="radio"/> Inquiry to park via phone, mail, email | <input type="radio"/> |
| <input type="radio"/> Local businesses (hotels, motels, restaurants, etc.) | <input type="radio"/> |
| <input type="radio"/> Maps/brochures | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles | <input type="radio"/> |
| <input type="radio"/> Ninety Six NHS website: www.nps.gov/nisi | <input type="radio"/> |
| <input type="radio"/> Other websites | <input type="radio"/> |
| <input type="radio"/> Other National Park Service sites/units | <input type="radio"/> |
| <input type="radio"/> Previous visits | <input type="radio"/> |
| <input type="radio"/> School class/program | <input type="radio"/> |
| <input type="radio"/> Social media (such as Facebook, Twitter, etc.) | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/DVDs | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (such as AAA, etc.) | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

This visit _____ Future visit _____

- c) From the sources marked in column (a), did you and your personal group receive the type of information about the park that you needed?

- ☐ No ☐ Yes → **Go to Question 2**

- d) If NO, what type of park information did you and your personal group need that was not available? Please be specific.
-

2. a) **Prior to this visit**, were you and your personal group aware that Ninety Six NHS is a Revolutionary War battle site?

☐ Yes ☐ No

- b) **Prior to this visit**, were you and your personal group aware that Ninety Six NHS is managed by the National Park Service?

☐ Yes ☐ No

3. On this trip, what were the reasons that you and your personal group visited Ninety Six NHS? Please mark (●) **all** that apply.

☐ Attend a program or special event at Ninety Six NHS

☐ Learn Revolutionary War history

☐ Participate in recreation (walking, hiking, jogging, etc.)

☐ Participate in Junior Ranger program

☐ Show park to friends/relatives

☐ Saw sign on highway

☐ Visit a National Park Service site

☐ Obtain stamp in National Park Passport book

☐ Other (Please specify) _____

4. On this visit to Ninety Six NHS, which routes did you and your personal group use to reach the park? Please mark (●) **all** that apply.

☐ Highway 72 from the west

☐ Highway 72 from the east

☐ Highway 248 from the south

☐ Highway 248 from the north

☐ Highway 246 from the south
(Kinard Road)

☐ Highway 246 from the north
(Kinard Road)

☐ Louden Road

☐ Harter Road

☐ Paysinger Road

☐ Other routes (Please specify) _____

5. On this visit, were the signs directing you and your personal group to Ninety Six NHS adequate? Please mark (●) **one** answer for each.

a) Interstate signs ☐ Yes ☐ No ☐ Did not use

b) State highway signs ☐ Yes ☐ No ☐ Did not use

c) Signs in local communities ☐ Yes ☐ No ☐ Did not use

- d) If you answered NO for any of the above, please explain.

Interstate _____

State highway _____

In local communities _____

6. How did your visit to Ninety Six NHS fit into your personal group's travel plans? Please mark (●) **one**.

☐ Ninety Six NHS was the primary destination

☐ Ninety Six NHS was one of several destinations

☐ Ninety Six NHS was not a planned destination

7. How did the amount of time you and your personal group spent at Ninety Six NHS compare with the time you had planned to stay there? Please mark (●) **one**.

☐ Did not have a planned amount of time

☐ Spent more time than planned → Why? _____

☐ Spent about the time planned

☐ Spent less time than planned → Why? _____

8. On this visit, how much time in **total** did you and your personal group spend at Ninety Six NHS? Please list partial hours as 1/4, 1/2, or 3/4.

_____ Total number of hours

9. a) Did you and your personal group use the park website (<http://www.nps.gov/nisi>) to plan your trip to Ninety Six NHS?

☐ Yes

☐ No → **Go to Question 10**

- b) Overall, how would you rate the importance of the information provided on the park website? Please mark (●) **one**.

Not
Important

Somewhat
Important

Moderately
Important

Very
Important

Very
Important

☐

☐

☐

☐

☐

- c) Overall, how would you rate the quality of information provided on the park website? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- d) Did you find the information that you needed on the park website?

☐ No ☐ Yes → **Go to Question 10**

- e) If NO, what type of information did you and your personal group need that was not available on the park website? Please be specific.

10. On this visit to Ninety Six NHS, which park sites did you and your personal group visit? Please mark (●) **all** that apply.

- ☐ Visitor center
- ☐ Walking tour (historic 1-mile trail)
- ☐ Cherokee Path Trail
- ☐ Goudy Trail
- ☐ Other trails (Please specify) _____
- ☐ Star Fort Pond (reservoir) on Highway 246
- ☐ Picnic area
- ☐ Other (Please specify) _____

11. a) On this visit to Ninety Six NHS, did anyone in your personal group participate in any of the ranger-led talks/programs?

☐ No ☐ Yes → **Go to Question 12**



- b) If NO, what prevented you and your personal group from participating in ranger-led talks/programs? Please mark (●) **all** that apply.

- ☐ Not interested
- ☐ Did not have time for this activity
- ☐ Not aware of any ranger-led talks/programs offered at park
- ☐ Not enough programs offered
- ☐ Other (Please specify) _____

12. a) On past visits, in which activities have you and your personal group participated within Ninety Six NHS? Please mark (●) **all** that apply in column a.

☐ First visit—have not visited in the past → **Go to part b of this question**

- b) On this visit, in which activities did you and your personal group participate within Ninety Six NHS? Please mark (●) **all** that apply in column b.

<u>a) Past visits</u>	<u>b) This visit</u>
-----------------------	----------------------

- | | |
|--|-----------------------|
| <input type="radio"/> Attending special events | <input type="radio"/> |
| <input type="radio"/> Birdwatching | <input type="radio"/> |
| <input type="radio"/> Nature study (other than birdwatching) | <input type="radio"/> |
| <input type="radio"/> Conducting genealogical research | <input type="radio"/> |
| <input type="radio"/> Creative arts (photography/drawing/painting/writing) | <input type="radio"/> |
| <input type="radio"/> Fishing | <input type="radio"/> |
| <input type="radio"/> Getting NPS Passport book stamped | <input type="radio"/> |
| <input type="radio"/> Horseback riding | <input type="radio"/> |
| <input type="radio"/> Jogging | <input type="radio"/> |
| <input type="radio"/> Learning history | <input type="radio"/> |
| <input type="radio"/> Picnicking | <input type="radio"/> |
| <input type="radio"/> Shopping/browsing in visitor center bookstore | <input type="radio"/> |
| <input type="radio"/> Walking/hiking | <input type="radio"/> |
| <input type="radio"/> Walking dogs | <input type="radio"/> |
| <input type="radio"/> Other (Please specify) _____ | |

- c) Which **one** of the above activities in column b was most important to you and your personal group on this visit to Ninety Six NHS?

13. Currently, Ninety Six NHS has several relatively short trails (up to 2 miles long). If you were to visit the park in the future, would you and your personal group be interested in walking a longer nature trail?

☐ Yes, likely
 ☐ No, unlikely
 ☐ Not sure

14. a) Please mark (●) **all** the visitor services and facilities that you or your personal group **used** at Ninety Six NHS during this visit.

b) Next, for only those services and facilities that you or your personal group **used**, please rate their importance to your visit from 1-5.

c) Finally, for only those services and facilities that you or your personal group **used**, please rate their quality from 1-5.

a) Visitor services and facilities used Mark (●)	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Access for people with disabilities	_____	_____
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____
<input type="radio"/> Directional signs	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Weapons firing demonstrations	_____	_____
<input type="radio"/> Outdoor exhibits	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Videos/films shown in visitor center	_____	_____
<input type="radio"/> Trails	_____	_____
<input type="radio"/> Visitor center	_____	_____

15. It is the National Park Service's responsibility to protect Ninety Six NHS's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to you and your personal group? Please mark (●) **one** answer for each resource/attribute.

Resource/attribute	Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic structures/buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. a) If you were to visit in the future, would you and your personal group be interested in attending ranger-led programs at Ninety Six NHS?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

➤ **Go to Question 17** ⬅

- b) If YES, which types of programs would you and your personal group be most likely to attend? Please mark (●) **all** that apply.

☐ Evening program ☐ Activities at historic cabin
☐ Off-site program away from the park ☐ Hands-on demonstrations
☐ On-site programs at the park
☐ Other (Please specify) _____

- c) If YES, what length of program would you and your personal group be most likely to attend? Please mark (●) **only one**.

☐ Under 1/2 hour ☐ Other (Please specify below)
☐ 1/2 - 1 hour _____
☐ 1 - 2 hours

17. a) Ninety Six NHS interpretive programs and exhibits discuss topics related to the Revolutionary War battle that took place here and colonial backcountry life. Please mark (●) **all** the topics you learned (or learned more) about on this visit.

☐ Did not learn about any topics on this visit → **Go to part c of this question**

b) Please indicate how much your level of understanding of each topic improved during your visit. Please mark (●) **one** answer for each topic.

c) Next, mark (●) the topics you would be interested in learning (or learning more) about on a future visit.

a) Learned on this visit?	b) Level of understanding improved?				c) Interested on future visit?	
	Not at all	A little	Somewhat	A lot	Yes	No
<input type="radio"/> Revolutionary War	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Cherokee Indian Tribe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Weapons used during Revolutionary War	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Colonial life/settlement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d) Please list any additional topics you and your personal group are interested in learning about at Ninety Six NHS.

18. a) On this visit, did you and your personal group view the Ninety Six NHS visitor center exhibits?

☐ Yes ☐ No → **Go to Question 19**

b) If YES, did you and your personal group find the exhibit objects interesting?

☐ Yes ☐ No

c) Please rate the length of the exhibit text. Please mark (●) **only one**.

☐ Too short ☐ About right ☐ Too long

d) Would you and your personal group like more hands-on exhibits?

☐ Yes ☐ No ☐ Not sure

e) Would you and your personal group like more electronic exhibits?

☐ Yes ☐ No ☐ Not sure

19. If you were to visit Ninety Six NHS in the future, how would you and your personal group prefer to learn about cultural and natural history/features of Ninety Six NHS? Please mark (●) **all** that apply.

- ☐ Not interested in learning about the park → **Go to Question 20**
- ☐ Junior Ranger program ☐ Indoor exhibits
- ☐ Senior Ranger program ☐ Outdoor exhibits
- ☐ Other children's programs ☐ Self-guided tours
- ☐ Park website: www.nps.gov/nisi ☐ Special events
- ☐ Weapons firing demonstrations ☐ Volunteer opportunities
- ☐ Audiovisual programs (DVD, video, or audio)
- ☐ Electronic media/devices for visitors (downloadable digital files, podcasts, cell phone tours, interactive computer programs/tours, audio, etc.)
- ☐ Printed materials (brochures, books, maps, etc.)
- ☐ Ranger-led interpretive programs/costumed interpretive programs
- ☐ Other (Please specify) _____

20. a) During this visit to Ninety Six NHS, did you and your personal group have any personal interaction with a park ranger?

- ☐ Yes ☐ No → **Go to Question 21**

b) If YES, please rate the quality of your interaction with the park ranger. Please mark (●) **one** response for each item.

	Very poor	Poor	Average	Good	Very good
Helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. a) If you were to visit the Ninety Six NHS visitor center bookstore in the future, are there any sales items that you and your personal group would like to purchase that are not currently available?

☐ Yes ☐ No → **Go to Question 22**

- b) If YES, which items would you like to have available for purchase? Please mark (●) **all** that apply.

☐ Additional publications (books, brochures, etc.)

➤ List subjects that you are interested in: _____

☐ CDs, DVDs, downloadable digital files such as podcasts, MP3, etc.

☐ Additional maps (besides the park brochure map)

☐ Other (Please specify) _____

22. On this visit, were you and your personal group part of the following types of organized groups? Please mark (●) **one** for each.

a) Commercial guided tour group ☐ Yes ☐ No

b) School/educational group ☐ Yes ☐ No

c) Other (scouts, work, church, senior center) ☐ Yes ☐ No

- d) If you were with one of these organized groups, how many people, including yourself, were in this organized group?

_____ Number of people in organized group

23. a) On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

☐ Alone

☐ Friends

☐ Family

☐ Family and friends

☐ Other (Please specify) _____

- b) On this visit, how many people were in your personal group, including yourself?

_____ Number of people in personal group

- c) On this visit, how many vehicles did you and your personal group use to arrive at the park? Please write 0 if you did not arrive by vehicle.

_____ Number of vehicles

24. For you and your personal group on this visit, please provide the following. (If you do not know the answer, leave blank).

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Frequency of visits to Ninety Six NHS (including this visit) 1= First visit 2= Daily 3= Several times a month 4= Several times a year
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

25. Would you and your personal group be likely to visit Ninety Six NHS again in the future?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

26. If Ninety Six NHS were to have an electric golf cart available for visitors unable to walk the 1-mile historic trail, is there anyone in your group who would be likely to use it?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

27. a) What did you and your personal group like **most** about your visit to Ninety Six NHS?

- b) What did you and your personal group like **least** about your visit to Ninety Six NHS?

28. The National Park Service will be celebrating its 100th anniversary in 2016. How would you and your personal group like to see Ninety Six NHS celebrate this event?

29. If you were a manager planning for the future of Ninety Six NHS, what would you and your personal group propose?

30. Is there anything else you and your personal group would like to tell us about your visit to Ninety Six NHS?

31. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Ninety Six NHS during this visit? Please mark (●) **one**.

Very poor

Poor

Average

Good

Very good

☐

☐

☐

☐

☐

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

OFFICIAL BUSINESS

**Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139**

